

JANUARY							JULY							
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X COPY
AUGUST 16,
1965

fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 13, 1965</u>			
August 12	FRANKLIN SIMON RELEASE--New junior department. (Preview, Aug. 10)		
Thursday August 12 1:30 P.M. Luncheon	"ALICE IN LEATHERLAND": LEATHER INDUSTRIES; WORLD'S FAIR PRESS PREVIEW FULTON COUNTY TANNERS N.Y. STATE PAVILLION Three-act presentation, "Alice in Leatherland" in dance and song, featuring talent from Fulton County. Fashions in leather apparel, shoes, handbags, gloves, and accessories by Leather Industries of America, highlighting couture designers using leathers tanned in N.Y. State. Director and commentator: Billie Gould. By invitation. <u>Also, Aug. 12 and Aug. 13 from 3:00 P.M.-8:00 P.M.</u> Publicity: Billie Gould, MU. 6-7956.		
August 13	MACY'S RELEASE DATE--Milo Baughman's Home Furnishings. (Preview, Aug. 11)		
<u>WEEK BEGINNING MONDAY, AUGUST 16, 1965</u>			
August 16	OHRBACH'S RELEASE--Back-to-school fashions. (No Press Show)		
August 16	ABRAHAM & STRAUS RELEASE--New Collectors' Corner of Knitwear. (No Show)		
Monday August 16 12:30 P.M. Luncheon	PRESS PREVIEW: SAKS FIFTH AVENUE ST. REGIS HOTEL MILLINERY BY ADOLFO PRIVATE SUITE Adolfo's new millinery collection for Saks Fifth Avenue. By invitation. (<u>For Release, Tues., Aug. 17.</u>) Publicity: Helen O'Hagan, PL. 3-4000.		
Monday August 16- August 17 2:00 P.M.- 6:00 P.M.	OPENING: 1966 IMPORTED GOLO FOOTWEAR CORP. 350 FIFTH AVENUE SANDAL COLLECTION SHOWROOM - 925 Special display and showing for the press, presenting imported sandal collection, Aug. 16 and Aug. 17, from 2:00 P.M. to 6:00 P.M. By invitation. Contact: Helen Perlman, BR. 9-5800.		
Monday August 16 2:30 P.M.	SPRING-SUMMER 1966 NAT'L SHOE RETAILERS HOTEL PLAZA FASHION FOOTWEAR ASS'N (274 MADISON AVE.) GRAND BALLROOM Semi-annual forecast of trends in toe shape, silhouette, detailing and materials for women's fashion shoes. Also, an hour-long color slide presentation highlighting design themes from Spring ready-to-wear market. Speaker: Jane Trahey. Show will coincide with opening day of the Designer Shoe Guild advance openings. Attendance by advance registration: \$6.00, members; \$9.00, non-members (price includes swatched color guide.) Contact: Thelma Hennessey, MU. 6-7520.		
Beginning Monday August 16	LATE FALL AND LOOMTOGS, INC. 1407 BROADWAY HOLIDAY COLLECTION SHOWROOM - 35TH FLOOR Continuous showings of young sportswear, coordinates and separates, including knitwear, at-home and late-day fashions. Contact: 255-5500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday August 16	OPENING: HOLIDAY AND AT-HOME COLLECTION Continuous showings of Holiday and at-home collection, designed by Deanna Littell. Contact: Harold Goldstein, PE. 6-3650.	ZACARI, LTD.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Monday August 16	HOLIDAY AND RESORT COLLECTIONS John Peters--hand silk-screened prints; skimmers and dresses in silk, wool, cotton. Par Avion--hand-decorated fur blend sweaters from Hong Kong. Timandra--dresses by Ann Noerdlinger. By appointment. Contact: PL. 3-4464 or PL. 3-3500.	THREE DESIGNERS	VIRGINIA KREMENTZ 42 W.58TH ST., RM.203
Tuesday August 17 9:30 A.M. Coffee	PRESS PREVIEW OF FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. (For Release, Wed., Aug. 18.) Publicity: Jacquie Leve, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR FUR SALON
Tuesday August 17 4:00 P.M. Cocktails	SHOE FORUM AND PANEL DISCUSSION "How to Increase Your Shoe Business in the Youth Market." Panel discussion at 4:30 P.M. By invitation. Contact: Peg O. Benson, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Tuesday August 17 4:00 P.M.- 6:00 P.M. Cocktails	SPRING-SUMMER '66 FABRIC EXHIBIT A display of fashion fabrics containing Du Pont textile fibers. Press preview, by invitation. Contact: Ellen Morris, 971-4404. Trade showings from Wed., Aug. 18 through Fri., Aug. 20, from 10:00 A.M. to 4:00 P.M. By invitation. Contact: Patricia McGinn, 971-4653.	DU PONT COMPANY	HOTEL ASTOR VERSAILLES SUITE
Tuesday August 17 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW: "W'EYES GUISE" FLIRTY LASHES Introduction of "W'Eyes Guise," with special awards to ten famous women with the most flirty eyes. By invitation. Contact: Annette Green Associates, MU. 4-4911.	KLEER-VU INDUSTRIES	WHITNEY MUSEUM 22 WEST 54TH STREET
Beginning Tuesday August 17	OPENING: HOLIDAY COLLECTION Guy D will present his "Look For" Holiday collection, designed by Leo Narducci, at continuous daily showings. Contact: 594-2550.	GUY D	1375 BROADWAY SHOWROOM - 15TH FLOOR
August 18	ALTMAN RELEASE--Children's imported sweaters. (No Press Show)		
Wednesday August 18 10:30 A.M. Coffee	PREVIEW: "YOUNG, YOUNG SOPHISTICATES" SHOP Preview for the press of Gimbels' new "Young, Young Sophisticates Shop"-- for 1 to 10 year-olds. By invitation. (For Release, Thurs., Aug. 19.) (Press preview of Fall accessories, originally scheduled for this date, has been cancelled.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	2ND FLOOR
Wednesday August 18 10:30 A.M.	EUROPEAN-INSPIRED SPECIAL COLLECTION Press preview of Fall-Holiday European-inspired special collection, de- signed by Shannon Rodgers for Jerry Silverman. By invitation. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 18 1:00 P.M.	SENIOR-HIGH: BACK TO-SCHOOL FASHIONS "The On Set"--a formal showing of back-to-school fashions for the senior-high teen. Tickets: 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN.ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
Thursday August 19 11:30 A.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview for the press of "Miss Bergdorf" fashions. By invitation. (<u>For Release, Fri., Aug. 20.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Friday August 20 9:30 A.M. Coffee	PREVIEW: EUROPEAN READY-TO-WEAR FASHIONS Ohrbach's will preview their European ready-to-wear collection. By invitation. (<u>For Release, Mon., Aug. 23.</u>) Publ.: Mary Ann Crenshaw, OX. 5-4000.	OHRBACH'S	7TH FLOOR
Friday August 20 11:00 A.M.	PREVIEW: COATS & SUITS BY JEAN-CLAUDE GAUBERT Altman's Young Colony will introduce to the press, Jean-Claude Gaubert, young French designer, whose collection of coats and suits were created and tailored in Paris. By invitation. (<u>For Release, Tues., Aug. 24.</u>) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
August 23	OHRBACH RELEASE--European ready-to-wear. (Preview, Aug. 20--See Above)		
August 23	ALTMAN RELEASE--Modern made-in-Europe home furnishings. (No Press Show)		
Beginning Monday August 23	FALL-WINTER 1966 FASHION YARN COLORS Continuous daily showings of Fall-Winter fashion yarn colors for men and women. By appointment. Contact: Nancy Scherer, 957-2517.	CANNON MILLS, INC. (CANNON-WISCASSETT)	1271 SIXTH AVENUE SHOWROOM - 5TH FLOOR
August 24	ALTMAN RELEASE--Imported fashions. (Preview, Aug. 20--See Above)		
Tuesday August 24 2:30 P.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview of boys' and girls' fashions from Ireland, England, France, and the United States. By invitation. (<u>For Release, Wed., Aug. 25.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	6TH FLOOR
Tuesday August 24 4:30 P.M. Cocktails	PRESS PREVIEW: MEN'S FALL FASHIONS Gimbels will present men's Fall fashions to the press. By invitation. (<u>For Release, Thurs., Aug. 26.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	2ND FLOOR
Beginning Tuesday August 24	HOLIDAY AND EARLY SPRING JUNIOR FASHIONS Daily informal showings of Holiday and early Spring fashions. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday August 25 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW Fall children's fashions will be presented during luncheon. Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	SUZY BROOKS, INC. (112 WEST 34TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 25 1:00 P.M.	JUNIOR-HIGH: BACK- TO-SCHOOL FASHIONS "The Fashion Beat for Fall"--a formal showing of back-to-school fashions for the junior-high teen. Tickets 25¢--available in College Shop, 4th Floor. Contact: Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	BKLYN. ACADEMY OF MUSIC 30 LAFAYETTE AVENUE
August 26	GIMBELS RELEASE--Men's Fall fashions. (Preview, Aug. 24--See Pg. 3)		
August 26	MACY'S RELEASE DATE--Fall coats and suits. (No Press Show)		
Thursday August 26 4:00 P.M. Cocktails	OPEN HOUSE FOR PRESS: TOUR OF NEW STORE Pre-opening press preview of Alexander's new store. Cocktail party and informal showing of imported ready-to-wear fashions. By invitation only. (For Release, Fri., Aug. 27.) Contact: Walter Hauser, PL. 3-1542. Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Beginning Thursday August 26	OPENING: HOLIDAY AND RESORT KNITWEAR Continuous showings of Resort and Holiday knitwear collection, designed by Howard Lawrence. Publicity: Grace Reeves, LW. 4-9000.	RICANO	1407 BROADWAY SHOWROOM - 21ST FLOOR
August 30	PARIS PICTURE RELEASE DATE.		
Monday August 30 10:00 A.M. Coffee	PRESS PREVIEW: "FOREIGN EXCHANGE" SHOP Preview for the press of the opening of Stern Brothers' "Foreign Exchange" Shop, featuring fashions by young European designers. By invitation. (For Release, Thurs., Sept. 2.) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	3RD FLOOR FOREIGN EXCHANGE SHOP
August 30	GIVENCHY PRESS SHOW IN PARIS AT 3:00 P.M.		
August 31	ABRAHAM & STRAUS RELEASE--Mary Quant Fashions. (Customer Show, Sept. 7.)		
August 31	BALENCIAGA PRESS SHOW IN PARIS AT 3:00 P.M.		
Sept. 1	OHRBACH RELEASE--"Miss Ohrbach" fashions. (No Press Show)		
Wednesday Sept. 1 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publ.: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Sept. 1 12:30 P.M. Luncheon	GIRLS' COATS AT LUNCHEON SHOW Showing of girls' coats for Fall. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	FISCHER KIDDIE ("BODY BY FISCHER")	BARBETTA RESTAURANT 321 WEST 46TH STREET
Sept. 2	STERN BROTHERS' RELEASE--"FOREIGN EXCHANGE" SHOP. (Preview, Aug. 30--See Above)		
Thursday Sept. 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Tues., Sept. 7.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 3	SAKS FIFTH AVENUE--Custom-order collection. (Preview, Sept. 1--See Pg. 4)		
Sept. 6	LABOR DAY (Monday)--Legal Holiday		
Sept. 7	BERGDORF GOODMAN RELEASE--Custom-order fashions. (Preview, Sept. 2--See Pg. 4)		
Tuesday Sept. 7 10:30 A.M. Breakfast	PRESS PREVIEW: "ONE WORLD" IMPORTS Preview for the press of "One World" import collection. By invitation. (For Release, Thurs., Sept. 9.)	GIMBELS	6TH FLOOR
Tuesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: IMPORTED READY-TO-WEAR Preview for press of Macy's "Made-In-Europe" fashions. By invitation. (For Release, Wed., Sept. 8.)	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 7 12:00 Noon; 3:00 P.M.	SHOWING OF FASHIONS BY MARY QUANT Showing of Mary Quant "Youthquake" fashions, Barnesville U.S.A., at 12:00 Noon and 3:00 P.M. Open to public. Publ.: Jackie Landesman, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BUDGET DRESSES
Tuesday Sept. 7 1:00 P.M.	HOLIDAY, RESORT, EARLY SPRING COLLECTION Showing of junior dresses, designed by Stanley Herman, for Holiday, Resort and early Spring. By invitation. Continuous thereafter. Contact: Nancy Mahon, OX. 5-4760, Ext. 743.	MR. MORT DESIGNER COLLECTION	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 7	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 7	OPENING OF HOLIDAY- CRUISE COLLECTION Continuous daily showings of Holiday-Cruise separates, coordinates, dresses, and at-home fashions, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 2506
Beginning Tuesday Sept. 7	HOLIDAY, CRUISE, RESORT COLLECTION Continuous showings of scarves, blouses, skirts, and the new pants for Holiday and Resort. Contact: Elaine Gold, AL. 5-6464. Publicity: Florence Brobeck, MU. 8-8197.	BLOUSES BY VERA; SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS BY VENEZIANI Preview for the press of couture fashions, designed for Gimbels by Veneziani of Milan. By invitation. (For Release, Fri., Sept. 10.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR BORGHESE GARDENS
Sept. 9	GIMBELS RELEASE--"One World" import fashions. (Preview, Sept. 7--See Above)		
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Bergdorf Goodman will present their Fall import collection. By invitation. (For Release, Mon., Sept. 13.)	BERGDORF GOODMAN	2ND FLOOR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 9 2:30 P.M.	FASHION SHOW AT TENNIS MATCHES "Yesterday, Today and Tomorrow"--produced by Fashion Coordinators. Showing of tennis whites of Kodel polyester, at U.S. Nat'l Tennis Championship matches. Publ.: Jean Maxwell at Paul Bradley, Inc, PL. 2-5105.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Sept. 10	MACY'S RELEASE DATE--International Home Furnishings. (No Press Show)		
Sept. 10	LORD AND TAYLOR RELEASE DATE--Parisienne collection. (No Press Show)		
Friday Sept. 10 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--Autumn import fashions at breakfast and luncheon shows. Report and commentary by Kathleen Casey, editor-in-chief, "Glamour Magazine." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL GRAND BALLROOM
Sept. 13	BERGDORF GOODMAN RELEASE--Import fashions. (Preview, Sept. 9--See Pg. 5)		
Monday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S. By invitation. (<u>Release, Tues., Sept. 14.</u>) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Beginning Monday Sept. 13	OPENING: HOLIDAY AND RESORT COLLECTION Informal showings. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 14 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (<u>For Release, Wed., Sept. 15.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 14 12:00 Noon	RESORT-HOLIDAY COLLECTION Showing of Georgia Bullock's Resort and Holiday collection. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 14 2:30 P.M.; 4:00 P.M.	PRESS AND CUSTOMERS: FALL CUSTOM-ORDER Dick Webster will present his custom-order collection to the press and customers at two showings, 2:30 and 4:00 P.M. By invitation. Thereafter by appointment. Publicity: Jan Taylor, TR. 9-8965.	DICK WEBSTER	45 WEST 56TH STREET SALON - 4TH FLOOR
Wednesday Sept. 15 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (<u>For Release, Thurs., Sept. 16.</u>) Publ.: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	LEXINGTON AVE. & 58TH ST. 5TH FLOOR - RESTAURANT
Wednesday Sept. 15 12:00 Noon Luncheon	"FASHION AND FINANCE" --LUNCHEON SHOW Robert Sloan's "Blue Chip Collection" of fashions designed by Sylvia de Gay, in conjunction with a financial forum by Merrill, Lynch, Pierce, Fenner & Smith. Fashions available at "Miss Bergdorf." Press by invitation. Public by reservation: \$6.00; contact: "Banquet Dept.," TE. 8-8000. Door prizes: Stocks and Bonds. Robert Sloan Publ.: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 4:00 P.M.- 6:00 P.M. Cocktails	TYCORA PRODUCTS IN CRESLAN ACRYLIC FIBER "The Nonchalants"--Holiday showing of Tycora products using American Cyanamid's Creslan acrylic fiber. Presented by Caledonia Knits, Goldworm Sportswear, Nantucket Naturals, Tannel Knits, Young Viewpoint Fashions. By invitation. Contact: Wendy Gibb, 956-4615.	AMERICAN CYANAMID CO. (FIBERS DIVISION)	SHERATON-EAST HOTEL BALLROOM
Wednesday Sept. 15 5:00 P.M. Cocktails	PREVIEW OF COTTON SWIMSUIT FASHIONS Bay Club, Div. of Kayser-Roth, will preview new cotton swimsuits. By in- vitation. Fashion coordinator and commentator: Phyllis Youngheart, PL. 1-0752.	BAY CLUB (1407 BROADWAY)	ARTHUR 154 EAST 54TH STREET
Thursday Sept. 16 9:30 A.M. Coffee	PREVIEW: HAUTE COUTURE IMPORTS AND COPIES Preview for press of Paris and Italian haute couture fashions and line-for- line copies. By invitation. (<u>For Release, Thurs., Sept. 17.</u>) Publicity: Mark Klauser or Mary Ann Crenshaw, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Thursday Sept. 16 12:00 Noon Luncheon	PRESS PREVIEW: "MOOD MEDITERRANEAN" IMPORTS Stern Brothers will preview their storewide "Mood Mediterranean" import collection of fashions and home furnishings. By invitation. (<u>For Release,</u> <u>Fri., Sept. 17.</u>) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	6TH FLOOR CONFERENCE ROOM
Thursday Sept. 16 2:30 P.M.	OPENING OF RESORT COLLECTION Anthony Blotta's Resort collection. By appointment. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Sept. 16 4:00 P.M. Cocktails	PREVIEW OF RESORT- SPRING COLLECTION Knit ensembles and dresses in silk and wool for Resort and Spring. <u>Showing</u> <u>at 4:30 P.M.</u> By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	SHERRY NETHERLANDS CARNAVAL ROOM
Thursday Sept. 16 5:30 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY PERTEGAZ Lord & Taylor will preview their Fall collection of fashions by Pertegaz. By invitation. (<u>For Release, Mon., Sept. 20.</u>) Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Sept. 17	STERN BROTHERS' RELEASE--"Mood Mediterranean." (Preview, Sept. 16--See Above)		
Friday Sept. 17 9:30 A.M.	PREVIEW: RESORT READY- TO-WEAR COLLECTION First presentation in U.S. by Hosono of Tokyo, at a preview for press and buyers. By invitation. Publ.: Nona Lou Greene, 301 E. 66th St., LE. 5-8151.	HOSONO OF TOKYO-- HAUTE COUTURE	REGENCY HOTEL BALLROOM
Friday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (<u>For Release, Mon., Sept. 20.</u>) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Sept. 20	MAINBOCHER RELEASE--Custom-order fashions. (Preview, Sept. 17--See Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 20	LORD & TAYLOR RELEASE--Fashions by Pertegaz. (Preview, Sept. 16--See Pg.7)		
Monday Sept. 20 10:00 A.M. Breakfast	NATIONAL SWEATER QUEEN CONTEST Presentation of National Sweater Queen and Junior Sweater Queen, in conjunction with the <u>National Sweater Week (Sept. 20-26)</u> . By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.	NAT'L KNITTED OUTERWEAR ASSN.(386 PK.AVE.SO.)	WALDORF-ASTORIA PILLEMONT SUITE
Monday Sept. 20 12:15 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Macy's will present their import fashions at two showings, 12:15 P.M. and 5:45 P.M. Open to public. Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR
Monday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 4:30 P.M. By invitation. Fashion Coordinator: Phyllis Youngheart, PL. 1-0752.	DARLENE KNITWEAR (1407 BROADWAY)	FOUR SEASONS 99 EAST 52ND STREET
Tuesday Sept. 21 12:30 P.M. Luncheon	HAUTE COUTURE FASHION SHOW Alexander's International Haute Couture fashion show and champagne basket luncheon, for benefit of the American Cancer Society, N.Y. City Division. Honorary Chmn.: H.H. The Duchess of Windsor. Chmn.: Mesdames Edward F. Hutton and John R. Fell. Co-Chmn.: Mrs. William Poll. (<u>Completely sold out.</u>) Public Relations: Serge Obolensky Assoc., 1114 First Ave., TE.8-1649.	ALEXANDER'S	LEXINGTON AVENUE AND 58TH STREET
Tuesday Sept. 21 2:30 P.M.; 4:00 P.M.	READY-TO-WEAR AND CUSTOM-ORDER Two showings of custom-order fashions; also Italian and Paris imported ready-to-wear. By invitation. Publicity: Jan Taylor, TR. 9-8965.	MARIANNE SPOTTISWODE	33 EAST 68TH STREET SALON - 2ND FLOOR
Tuesday Sept. 21 5:00 P.M.- 7:00 P.M. Cocktails	FIRST ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America's first annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FASHION EYEWEAR GROUP OF AMERICA	ST. REGIS HOTEL ROOF
Tuesday Sept. 21 6:15 P.M. Cocktails	BENEFIT PREVIEW-- "SYMPHONY IN B" Cocktail party and preview of Bloomingdale's annual storewide presentation. For benefit of the Juilliard School of Music Scholarship Fund. Tickets: \$10.00; contact: Mr. R. Webster, Bloomingdale's. (<u>For Release, Wed., Sept. 22.</u>) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Wednesday Sept. 22 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Preview for press of fur collection, designed by Eric Lund exclusively for Henri Bendel. By invitation. (<u>For Release, Fri., Sept. 24.</u>) Publicity: Ruth Hammer Assoc., EL. 5-7872.	HENRI BENDEL	2ND FLOOR FUR SALON
Wednesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (<u>For Release, Fri., Sept. 24.</u>) Publicity: Connie O'Connor, McGeehan & O'Connor, 667 Madison Avenue, PL. 9-8150.	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 22 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Press preview of Elizabeth Arden Fall-Winter fashion collection. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 22 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 22, 23, and 29 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 23 9:00 A.M. Breakfast	SWIMWEAR COLLECTION DESIGNED BY BILL BLASS Preview of the Roxanne Resort and Summer swimsuit collection, with a special group designed by Bill Blass. Show at 9:15. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ROXANNE (1407 BROADWAY)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Thursday Sept. 23 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Imported Fall couture fashions, featuring originals and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Sept. 24	HENRI BENDEL RELEASE--Fur Fashions. (Preview, Sept. 24--See Pg. 8)		
Sept. 24	BEN KAHN'S RELEASE--Fur fashions. (Preview, Sept. 22--See Pg. 8)		
Friday Sept. 24 9:30 A.M. Breakfast	PRESS PREVIEW: FUR FASHIONS Georges Kaplan's Fall and Winter fur fashions, designed by Jacques Kaplan. By invitation. (For Release, Mon., Sept. 27.) Contact: CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Sept. 27	ROSH HASHONAH (Monday)--First day of Jewish New Year.		
Sept. 27	GEORGES KAPLAN'S RELEASE--Fur Fashions. (Preview, Sept. 24--See Above)		
Tuesday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Wed., Sept. 29.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Wednesday Sept. 29 11:30 A.M.	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon fur fashions. By invitation. (For Release, Fri., Oct. 1.) Publicity: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Wednesday Sept. 29 3:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS By invitation. (For Release, Thurs., Sept. 30.) Contact: CI. 5-0322. Publicity: Serge Obolensky Assoc., 1114 First Ave., TE. 8-1649.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Thursday Sept. 30 8:45 A.M. Breakfast	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of misses' and juniors' swimwear and sportswear, by Jantzen. Show at 9:30 A.M. By invitation. Publicity: Shirley Shannon, 697-0811.	JANTZEN	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET

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